Governance
SharePoint
Content
User Adoption

SOCIAL INTRANETS

How To Integrate The Latest Social Media Tools And Technologies To Foster Collaboration, Increase Engagement & Drive Business Results

April 8 - 11, 2013 • Washington, DC

REGISTER BY FEBRUARY 15TH TO SAVE $400!

WHAT YOU WILL LEARN

Attend this interactive conference to gain valuable knowledge about how to turn your intranet into a social destination where employees can connect, collaborate, create content that can't be ignored by:

- **Setting** up guidelines and policies for your intranet
- **Rethinking** employee adoption
- **Applying** usability testing techniques to fine-tune your intranet content and navigation, making information easy to find, easy to use and easy to share
- **Creating** a content strategy for your intranet
- **Developing** a governance plan: how to gain control and achieve your business goals
- **Communicating** to and engaging with your employees through your intranet
- **Incorporating** the use of video and blogging into your intranet
- **Using** social networking that invites individual feedback, supports group interests, and reveals answers in real time
- **Calculating** the ROI of a re-launched intranet
- **Measuring** the role electronic communications play in your overall employee communication programs
- **Integrating** mobile apps into your intranet

Why This Is A Must-Attend Event:

✔ 18+ speakers sharing breakthrough strategies to build state-of-the-art social intranets using a variety of platforms
✔ Live demonstrations and intranet screen shots
✔ Brainstorm sessions allowing you to discuss solutions with your conference peers to apply to your most pressing intranet challenges
✔ Optional workshops that take your training experience to the next level
✔ Panel discussions to analyze a variety of Intranet platforms helping you to understand which tools will work best for your organization
✔ Gain continuing education hours

SUPPORTING ORGANIZATIONS

brandchannel   **O'Dwyer's**   **ibf** Intranet Benchmarking Forum

YOU WILL LEARN FROM

Hear practical, real-world advice and learn best practices on how to transform your intranet to take employee engagement to new heights and drive business results, from practitioners at these leading organizations:

Sprint

Thomson Reuters

The National Rural Electric Cooperative Association

San Diego County Regional Airport Authority

Hicks Morley

Intranet Benchmarking Forum

Pacific Gas & Electric Company

Public Company Accounting Oversight Board

Eloquor Consulting, Inc.

non-linear creations inc.

Rightpoint

AboutFace Media, Inc.

Aspect Communications

Instron

DLA Piper LLP

American Eagle Outfitters, Inc.

Quintiles

Presented by:

Advanced Learning Institute
Your Communications Training Partner Since 1997

WHO WILL ATTEND:

This conference is a must-attend event for all communicators committed to maximizing the value of their intranets while engaging their employees, integrating social media, and advancing their organization's goals, including:

Intranet Communications

SharePoint Administrator

Internal Communications

Corporate Communications

Employee Engagement

Support/Solutions/Enterprise Systems

Interactive Media

Digital Media

Social/New Media

Employee Communications

Change Management

Global Communications

Strategic Planning

Online, Publication & Web Content

Training & Development

Organizational Transformation & Development

Human Resources

Web Services

Employee Relations

… And all those interested in driving performance through their intranets.

DON'T BE LEFT BEHIND!

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this communications evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other communication professionals engaged in the "journey." Join your colleagues now to learn how to transform your intranet to engage your employees, drive performance and add value.

BENEFITS OF ATTENDING THIS CRITICAL TRAINING

This interactive training is a must-attend event for all employees committed to taking their intranet to the next level while engaging their staff and advancing their organization's goals. You'll benefit from:

- **18+ innovative speakers** at your disposal to share their strategies and experiences in using social media tools that are already proven to work
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups (April 8th &/or 11th) -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** – be sure to bring plenty of business cards as you will make many new contacts
- **Interactive group discussions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own strategies upon your return to the office
- **A comprehensive overview of intranet innovations** from leading practitioners like **Sprint, Pratt & Whitney, San Diego County Regional Airport Authority** and many more
- **Acquiring new knowledge** to help transform your intranet and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading intranet initiatives that will ground you in advancing your organization's own intranet strategy
- **Live demonstrations and intranet screen shots**
- **The opportunity to learn** how to use new social media tools to revolutionize your intranet, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Access to the conference wiki** which includes electronic copies of all presentations materials and provides you with the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool
- **Gain continuing education hours**

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Dear Colleagues,

Having spent 15+ years working in intranets and portals, I'm continuously amazed at the ingenuity of intranet teams and the mad pace of technological change. Right now it's all about getting the most from social technologies inside our organizations and we need to be able to meet business needs and deliver value with a great intranet.

How can you stay on top of this challenge? How about learning from those finding success while pushing boundaries? If you are trying to figure out how to use social technology more effectively, how to manage your intranet more strategically, and how to increase ROI, you need to attend this conference. The small, intimate size, coupled with experienced speakers bringing an interactive approach, means a worthwhile dive into social intranets of all types.

You will hear from several forward-thinking organizations that are integrating social technologies into their intranets with success, using business strategy to drive strategic intranet decisions, and creatively driving more adoption and usage, including how:

- **Pacific Gas & Electric Company** made sense of a multi-channel approach that initiated the conversation, quantified the challenges and engaged their audiences to uncover the needs of their organization
- **San Diego County Regional Airport Authority** created an intranet to empower and engage employees ultimately strengthening their corporate culture
- **Quintiles** integrated video and blogging into their intranet to increase employee collaboration and networking

Register today online or call the conference hotline at 888-362-7400 to attend A.L.I.'s updated "Social Intranets Conference" April 8-11, 2013 in Washington, DC.

This is your opportunity to learn from and network with intranet leaders who are already integrating new tools and techniques to take their intranet to the next level.

I look forward to networking with you at this great learning, sharing and information-packed event.

Best Regards,

Stacy Wilson, ABC, President
ELOQUOR CONSULTING, INC.
Conference Chairperson

P.S. Reserve your spot today to learn how you and your team can better can enhance your existing intranet and propel it to the next level. Register 3 people and get the 4th for FREE! For more information, go to www.aliconferences.com or call (888) 362-7400.

RAVE REVIEWS FROM PAST COMMUNICATIONS TRAINING ATTENDEES:

"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."
S. Russ, Director of Internal Communications
THE READER'S DIGEST ASSOCIATION, INC.

"Outstanding! One of the most amazing conferences I have attended in a while."
A. Kaszowski, Web Producer
ST. JOSEPH'S HEALTH CARE LONDON

Register by Feb. 15th to Save $400! • **Bring a Team and Save – Register 3, Send a 4th for FREE!**
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INTERACTIVE, HANDS-ON WORKSHOPS

Monday, April 8, 2013

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to better understanding how social media and new technologies can fit into your organization's intranet. These workshops are designed to enhance your understanding of the informative, case study presentations throughout the entire conference.

•••• Choose A or B or BOTH for Maximum Value and Learning ••••

8:30 a.m. to 11:30 a.m. – PRE-CONFERENCE MORNING WORKSHOP A

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

How To Measure The Role Electronic Communications Play In Your Overall Employee Communication Programs And Evaluate Intranet Usability

The good thing about measuring electronic communications is that, to some extent, they measure themselves—visitors, page views and click-throughs. Unfortunately those sometimes-confusing metrics are often misinterpreted. This workshop will help you navigate your way through the metrics in usage reports and help you put them in context. It will also show examples of how to evaluate intranet usability. This workshop will show you not only ways to measure how your employees are using electronic channels (measuring activity), but also how to calculate their role in the success of the overall campaigns they are a part of (measuring outcomes, including ROI).

By the end of this workshop, you will have a working knowledge of how to:

- Interpret online usage statistics to find the underlying stories
- Apply usability testing techniques to fine-tune your intranet content and navigation
- Use focus groups and surveys to evaluate how electronic channels fit in with traditional channels in delivering business results
- Calculate the ROI of a re-launched intranet

WORKSHOP LEADER: Jeff Willinger is the Director of Social Computing, Collaboration and Intranets at Rightpoint and was recently named the top SharePoint person to watch in 2012 and one the most influential social media people in the city of Chicago.

TESTIMONIALS FROM PAST RIGHTPOINT SESSIONS:

"Entertaining and relevant material."

"I wish he had more time!"

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – PRE-CONFERENCE AFTERNOON WORKSHOP B

How To Develop Engaging Content For Your Intranet: Practical Solutions And Overcoming Common Obstacles

You have access to a great internal distribution tool: your intranet. How do you go about creating compelling content that engages employees while dealing with the issues inherent in an internally controlled distribution channel?

In this workshop, you will be guided through critical concepts that serve as the foundation for developing a content strategy. You'll learn practical approaches and tips to creating content that engages with your audiences, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to ongoing interaction.

Through several case study examples, you'll experience common obstacles faced when utilizing an intranet for video content distribution and learn first-hand how these obstacles not only can be overcome, but in some cases, recast as opportunities.

In this compelling, hands-on workshop, you will learn:

- Understand key items and utilize best practices when creating a content strategy
- Develop compelling content that will engage your audience
- Deal with the challenges and benefits presented by inward vs. outward facing distribution
- Address expectations regarding engaging with and sharing video content and "viral views"
- Develop cost effective video content for multiple distribution channels
- Create a phased strategy for developing content, measuring success and achieving acceptance
- How to apply these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media, Inc. AboutFace creates short-form, story-driven documentaries for online and social media marketing projects.

TESTIMONIAL FROM PAST ABOUTFACE MEDIA, INC. WORKSHOPS:

"Denise was great!! :) Absolutely useful! I know what my homework is now. Thanks!"

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AGENDA - DAY 1 - Tuesday, April 9

General Sessions, Day One -- April 9, 2013 ————————————————————————————————

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m. CHAIRPERSON'S WELCOME & SPEED NETWORKING
Chairperson's Welcome & Speed Networking
Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

Stacy Wilson
ELOQUOR CONSULTING, INC.
Conference Chairperson

> *"Very, very useful discussion, stimulated lots of new ideas for me."*
> **2012 INTRANET CONFERENCE ATTENDEE**

9:00 a.m. GOVERNMENT CASE STUDY

LIVE DEMONSTRATION

How To Create An Intranet That Empowers And Engages Your Employees, And Builds A Stronger Corporate Culture

The San Diego County Regional Airport Authority's intranet has been a dumping ground for the past several years. When someone wanted something posted, it was dumped onto the home page and left for weeks, months, and yes, even a year. After interviewing employees in 26 departments across the organization, San Diego County Regional Airport Authority decided to make some drastic changes to their intranet, not only to refresh the content and design, but to further engage employees and help to build a stronger corporate culture.

Their new intranet incorporated a storytelling platform based on human-interest perspectives. They sought out to redesign their intranet around stories that make an impact on the daily lives, not just of their employees, but their customers, and how the day-in and day-out tasks make a difference to the entire region.

You will leave this session with ideas and implementation techniques to advance your company's intranet, including how to:

- Keep employees engaged in the content through the use of newer technology such as jquery photo sliders, videos, and surveys
- Introduce an employee recognition program integrated into weekly/monthly updates, driving more of the human-interest element
- Provide your employees with real indicators of the organization's fiscal and operational performance, and how their jobs relate to the bottom line
- Use top requested content data, for quick searches and better efficiency
- Incorporate all of your social media channels for further employee education and engagement

Jon Graves, Webmaster
SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY

9:30 a.m. CASE STUDY

INTRANET SCREENSHOTS PROVIDED

How To Create A Branded, Employee-Driven Intranet

Teen retailer, American Eagle Outfitters (AEO), had a need to overhaul its intranet to be as casual and cool as its fashion and customers. This session will explore the challenges of taking an IT-centric intranet and giving it to the employees and People Department of AEO to produce a branded, employee-driven, intranet for the company's thousands of office and field associates.

This session will provide you with the most effective techniques to draw your employees to the intranet and have them build it, including:

- Tips for recruiting Intranet Ambassadors
- What's an Intranet to do with merged companies or brands?
- Creating a content-rich, social media-based intranet

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AGENDA - DAY 1 - Tuesday, April 9

- Measurement Metrics: from good to great
- Five essential elements to have your intranet always be current & fresh

Richard Borden, Director – Internal Communications
AMERICAN EAGLE OUTFITTERS, INC.

10:00 a.m.   Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

10:10 a.m.
Morning Refreshment & Networking Break

10:20 a.m.   GROUP EXERCISE
Digest Session: Understanding The Current State Of Your Intranet
You are here this week to learn how to maximize the value of your Intranet. Discuss with your fellow attendees your current Intranet situation. Who has ownership? Do employees communicate horizontally or vertically? Is the information on your Intranet fresh and informative? Are you considering, or have you recently, revamped your Intranet?

10:50 a.m.   CASE STUDY
How To Customize The Interface And User Experience Of Your SharePoint Based Intranet

In the middle 2010, DLA Piper LLP, a global law firm, embarked on a total redesign of their corporate intranet. A team comprised of members from their IT and Marketing departments was formed to design and implement an intranet that fostered better communication and customized the user experience.

With the combination of external technologies and built-in SharePoint functionality, they were able to create a custom intranet solution that achieved their primary design goals and incorporated feedback from the user community.

This session will provide you with the techniques needed to customize your interface to ensure a better user experience on a SharePoint-based intranet, including how to:

- Create a thorough design process that in turn will produce a much better product
- Work with, and around, SharePoint to implement your design
- Utilize other technologies to work with SharePoint

Omar Ibrahim, Manager, Intranet & Web Development
DLA PIPER LLP

11:20 a.m.   Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

11:30 a.m.
Morning Refreshment & Networking Break

11:30 a.m.   CASE STUDY
How To Share Your Story And Engage Audiences In Order To Achieve Success
Intranets are becoming more participatory and social; they are delivering value in many different ways.

During this whistle-stop tour we'll see 21 great social intranets in action. This session will also provide you with

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observations from the Intranet Benchmarking Forum about how social intranets have evolved and the sort of interventions which make them effective that you too can integrate into your intranet upon return to the office.

Angela Pohl, Managing Director
INTRANET BENCHMARKING FORUM

11:50 a.m.   Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

12:00 p.m.
Networking Lunch
Join a group of your colleagues for a themed lunch with an informal discussion surrounding an intranet hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing intranet concerns.

1:30 p.m.   CASE STUDY
How To Successfully Move Toward A Social Intranet: Gaining IT Buy-In, Becoming User-Centric And Integrating With Mobile
Wireless provider Sprint needs all of its nearly 40,000 employees nationwide engaged in order to serve customers and deliver results in a fast-paced turnaround environment. While its intranet has high usage and the company was an early adopter of social technologies, Sprint's intranet team saw an opportunity to leapfrog its capabilities.

At this forward-thinking session, you will learn how you can turn your current intranet into a social intranet where your employees will not only gather information, but stay engaged, including how to:

- Navigate diverse priorities to gain support from your IT and business management
- Create a user-centric approach that will improve site usability and blend social and static elements of your site
- Publish to desktop, tablet and smartphone in a single execution

Terry Pulliam, Director, Communications
SPRINT

2:10 p.m.
Afternoon Refreshment & Networking Break

2:20 p.m.   GROUP EXERCISE
Brainstorm Session: Taking Advantage Of Multi-Dimensional Communication Opportunities
Thinking back to the presentations you've heard, and your personal experience's, discuss with your fellow attendee's and speakers an example of the most successful integration of new media into your intranet that you've experienced. What tools did you use? How did you integrate them into your intranet successfully? Provide any tips and tricks you found along the way.

3:00 p.m.   CASE STUDY
How To Increase Collaboration And Networking On Your Social Intranet Through The Use Of Video And Blogging
The potential to deliver transparent, just-in-time networked-communications makes today's intranets a strategic asset for businesses rather than a tactical information repository. A social intranet –

- Helps align your employees with your organization's strategies and goals
- Improves employee engagement

AGENDA - DAY 1 - Tuesday, April 9

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· Delivers information faster, more authentically and powerfully

Quintiles, a global pharmaceutical services company with 25,000 employees, is using networked-communications via its intranet to connect executives, influencers and line managers to employees; and employees to these leaders and each other. Within six months of launching its social intranet, iQ, informal, department-produced videos were being posted to help "tell the story." Blogging moved from a way to communicate with "followers" to a home page widget called "Newest Blogs." Subsequently, blog views increased five-fold in one quarter. At nine months into the intranet's life cycle, individuals have organically started producing and posting video blogs.

This tool-savvy session will provide you with insight into how you can turn your intranet into an interactive social collaboration forum, including how to:

· Deliver a social experience that unfolds at every level within your organization

· Provide tools and training to your expanding population of networked communicators to enhance social adoption and improve communication effectiveness

· Develop a governance platform the encourages employee-generated content and helps mitigate legal and regulatory risks

Laura A. Grover, Senior Digital Strategy Director
QUINTILES

3:25 p.m.
Afternoon Refreshment & Networking Break

3:35 p.m.   CASE STUDY
How To Turn Your Intranet Into A Key Collaboration Platform That Drives Your Business Initiatives

Founded in 1946, Instron manufactures and services materials testing equipment. Its products are used to evaluate the mechanical properties of materials and components. Instron provides its customers with a wide- range of services related to those products. Headquartered in Norwood, MA, Instron has a geographically distributed workforce with many locations throughout the Americas, Europe, and Asia.

In this session, you will discover how to evolve your intranet into a key collaboration platform in support of your corporate strategies and business initiatives, including:

• Balancing you intranet and company culture

• The governance vs. adoption trade-off

• What makes some initiatives fail while others succeed?

• Discovering if your intranet can grow organically

• Understanding how important management buy-in really is

Joerg Meissner, Director IT
INSTRON

4:10 p.m.   Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

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AGENDA - DAY 1 - Tuesday, April 9

4:20 p.m.

More "How To's" To Help You Get The Work Done: Day One Wrap Up

Need to dive deeper into specific topics? Want more details? Here's your chance! Digest what you've learned and apply it to your own intranet initiatives to get feedback and ideas for improvement.

Stacy Wilson, ABC, President
ELOQUOR CONSULTING, INC.
Conference Chairperson

4:30 p.m.

End Of Day One

> *"I got some great ideas (and reminders) in pre-sessions & 2-day conference…inspired to-do list coming home with me."*
> **2012 INTRANET CONFERENCE ATTENDEE**

4:45 p.m.

Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m.

Dine Around

Sign up during the day for dinner with a group. Take advantage of Washington, DC's fine dining while you continue to network with your colleagues.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"Amazing case histories – the results of the companies who have come in the past and have presented again demonstrate the value of the conference."
J. Serben, Director, Creative Services
EDWARD JONES

"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now; that I wonder what was really holding us back. This conference helped us solidify our plan."
D. King, Application Support & Web Manager
ATLANTIC HEALTH

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General Sessions, Day Two -- April 10, 2013 —————————————————————————————————————

8:00 a.m.
Continental Breakfast & Networking

8:30 a.m.   CHAIRPERSON'S ADDRESS

Chairperson's Opening of Day Two: How To Evolve Your Intranet To Continuous Greatness And Ensure A Great User Experience Incorporating Four Critical Steps

Intranets are as varied as the organizations that create them. Each one uses different functionality, different brand approaches and different software. But, there are similarities in how organizations manage their intranets to greatness. As intranets go social, these similar characteristics become even more important.

In this session, you will learn four things organizations with great intranets do to evolve their intranets to continuous greatness regardless of the hot new technology – plus two more things you can do to ensure a great user experience. This session will involve looking back at the prior day's presentations to drive this interactive session. You will have the opportunity to share your challenges and successes and learn from each other.

In addition, you will learn from several specific client examples encompassing more than 16 years of intranets and portals experience. While every intranet is different, the great ones share some important characteristics that you too can incorporate into your organization's intranet to drive success!

Stacy Wilson, ABC, President
ELOQUOR CONSULTING, INC.
Conference Chairperson

9:10 a.m.   CASE STUDY

Ensuring Success With A Social Intranet:
How To Connect With Employees, Foster Discussions & Harness The Power Of The Hub

Leaders and communicators are effectively sparking conversation and connecting employees with each other, management and the information they need to work more effectively. These conversations include, but aren't limited to, executive blogging, fostering discussions, voicing concerns, and addressing business issues.

This session will provide you with specific examples about how your communicators and leaders alike can be successful on a social intranet, including:

- How executive blogging will allow you to connect with your employees in a more personal way and to lay out your vision for the future of the business
- Fostering discussions so your employees can make their opinions heard and have an exchange on how the issues impacts your business
- Connecting employees with each other to share ideas and foster solutions
- Harnessing the power of The Hub to solve business problems by using community and crowdsourcing methods to extend live events expose more people to great content

Edward Ford, Enterprise Community Manager
THOMSON REUTERS

9:40 a.m.   Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

9:50 a.m.
Morning Refreshment & Networking Break

AGENDA - DAY 2 - Wednesday, April 10

AGENDA – DAY 2 – Wednesday, April 10

10:00 a.m.   GROUP EXERCISE

Brainstorm Session: Are Your Intranet And SharePoint Strategies A Success

Discuss ways that you have been able to successful measure your intranet & SharePoint strategy progress. What tools and analytics do you use? Do you measure whether people are viewing fewer pages while seeking specific information? Whether employees are using the intranet more? Are employees spending more time in the appropriate areas demonstrating the ease of information finding and increased engagement?

10:30 a.m.   NON-PROFIT CASE STUDY

Turning An Unsanctioned Employee Network Into An Official Employee Communications Channel

The National Rural Electric Cooperative Association (NRECA) is the national service organization for more than 900 not-for-profit rural electric cooperative and public power districts providing retail electric service to more than 42 million consumers in 47 states. Founded in 1942, NRECA has grown to employ 730 employees in Virginia, Nebraska, and throughout the world.

In this session, you will learn how to harness the power and turn an unsanctioned Yammer employee network into an official communications channel for your organization, including how to:

- Determine if it's worth your time and resources to integrate social tools into your existing intranet or use a third party service
- Empower a few employees to be catalysts to grow your enterprise social network
- Understand your culture to spot and avoid potential pitfalls and landmines early on
- Gain employee and management commitment for your network

Adam Parnes, Manager Employee Communications and Development
THE NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

11:00 a.m.

Morning Refreshment & Networking Break

11:05 a.m.   INTERNATIONAL CASE STUDY

Improving Knowledge Management & Employee Communications Through A Social Intranet: Finding A Secure, Cost-Effective, User Friendly Application To Add Value And Increase Collaboration

Hicks Morley is a Human Resources Advocacy law firm which has taken an innovative approach with their social intranet which embeds features such as wikis, blogs, tagging, commenting and activity streams to improve knowledge sharing and collaboration within the firm. This session will walk you through the implementation of a Wiki-style Intranet followed by a Social Intranet, which gives your employees the ability to edit content and add pages, and comprises other Web 2.0 features such as RSS Feeds, tagging, blogs and discussion forums.

With the outline of practical tips on what worked and what lessons were learned, this session will highlight the coordinated effort between IT and Knowledge Management to find a secure, cost-effective, user-friendly application that would add value and help increase collaboration; including how to:

- Pilot the wiki concept and building success stories & champions
- Select a provider and cost effective platform that meet your needs
- Implement strategy & updating process
- Identify the benefits of a social intranet, best practices & what worked well

Heather Colman, Knowledge Management Specialist
HICKS MORLEY

AGENDA - DAY 2 - Wednesday, April 10

11:35 a.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

11:45 a.m. INTERACTIVE PANEL

Intranet Platforms, Content Fragmentation, And Mobile: Understand The Tools Of The Trade And Learn How To Implement Them Into Your Intranet Strategy

Are you wondering what intranet platforms are out there and how to implement them? Is your organization risk averse or slow to implement new technologies or simply enhance the company intranet? This panel will answer your questions on how various intranet tools are used in the enterprise. Hear the stats on which intranet tools are presently being used (61% of enterprises have at least one intranet 2.0 tool, with blogs, discussion groups and instant messaging being the most popular), and find out what many companies continue to struggle with. Discussions will also cover the following hot trends in intranets including mobile and content framentation.

Panelists:

Shannon Ryan, CEO
NON-LINEAR CREATIONS INC.

Jeff Willinger, Director of Collaboration, Social Computing and Intranets
RIGHTPOINT

More Panelists To Be Announced

12:25 p.m.

Networking Lunch

Join a group of your colleagues for lunch with an informal discussion based on an intranet hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing intranet concerns.

1:55 p.m. GROUP EXERCISE

Brainstorm Session: Your Intranet's Future

Discuss with fellow attendees and speakers what you would do with your intranet if there were no restrictions, no budgets, no privacy concerns.

2:25 p.m.

Afternoon Refreshment & Networking Break

2:30 p.m. NON-PROFIT CASE STUDY

INTRANET SCREENSHOTS PROVIDED

How To Create A Lively Intranet That Even Auditors And Lawyers Will Love

After the collapse of Enron and Arthur Andersen, Congress created a new, non-governmental regulator to oversee the auditors of publicly traded companies. The Public Company Accounting Oversight Board (PCAOB) opened its doors on January 6, 2003, and come April 2003, had a staff of 24.

Ten years later, the PCAOB staff is composed of almost 800 employees in 16 offices across the United States. The challenge for internal communications—whether messages from human resources, the ethics officer, the travel office or the five-member Board—is a corporate culture based on email and Blackberries. In July 2012, the organization's first Intranet, myPCAOB, was launched in an effort to centralize important information for employees and highlight social activities that illustrate the presence of life beyond balance sheets and SEC regulations.

With a focus on content and graphics, this session will provide you with usable, scalable tips for producing a must-read Intranet for your colleagues, including your:

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- Overenthusiastic IT Director: You tell him you want to do a special edition of an old newsletter to anniversary, he says, "No," and instructs you to use the content to launch the Intranet, in just 10 days

- Enthusiastic Chairman: He tells you to redirect every employee's access to the Internet by forcing them to go first to the Intranet but leaves it to you to explain the change to everyone who thought Google.com was a perfectly fine home page

- Skeptical but helpful General Counsel: He and his staff prepare appropriate disclaimers and remind you that anything that appears on the Intranet could also appear on the front page of the Wall Street Journal. You become obsessed with possible double-entendres in articles and subliminal messages in your photos

- Your co-workers: Some of them love it; some of them could not care less. Some of them treat their personal profiles like LinkedIn on steroids and try to substitute glamour shots for their official photos. Some offices submit so many articles on social events; you wonder when they get their work done. Some offices are so silent, you call the landlord to find out if their space is still occupied

Christi Harlan, Senior Writer
Ryan White, Senior Associate, Communications
PUBLIC COMPANY ACCOUNTING OVERSIGHT BOARD

3:00 p.m.   CASE STUDY

How To Make Sense Of A Multi-Channel Approach: Initiate The Conversation, Quantify The Challenge And Engage Your Audience To Uncover The Needs Of Your Organization

Pacific Gas and Electric Company (PG&E) is a regulated utility serving customers across 70,000 square miles of California. Reaching employees throughout the service territory is critical but challenging. The utility industry is evolving and embracing new technology in the office as well as in the field. Multiple communication channels are needed to reach a highly mobile workforce.

PG&E utilized available tools (i.e. Sharepoint 2007) combined with creative pilots (Yammer, Video Signage, Show N'Share) to assess the opportunities, challenges and impact of digital communications on a diverse, field based workforce.

This session will explore challenges involved in the search for a balanced multi-channel approach, including how to:

- Build credibility and to establish governance that creates a balance between your social media advocates and the business process focus of your company

- Use a Yammer pilot to jumpstart your social media experience

- Impact your overall content strategy with multi-channel portfolios

- Begin to make technology simple while uncovering the highest priorities of employees and leaders alike

Laurel Castiglione, Senior Manager – Digital Communication Strategy
PACIFIC GAS & ELECTRIC COMPANY

3:30 p.m.   Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

3:40 p.m.
Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office
We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

Stacy Wilson, ABC, President
ELOQUOR CONSULTING, INC.
Conference Chairperson

4:00 p.m.
Close Of General Sessions

INTERACTIVE, HANDS-ON WORKSHOPS

Thursday, April 11, 2013

These workshops are designed to take your conference experience to the next level. Post-conference workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

•••• *Choose C or D or BOTH Workshops for Maximum Value and Learning* ••••

8:30 a.m. to 11:30 a.m. – POST-CONFERENCE MORNING WORKSHOP C

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

How To Transform And Migrate Your Intranet Content To Meet The Needs Of Your Updated Intranet And Its Users

Moving over ugly, unusable content to your shiny new intranet won't ensure use and adoption. If you want your new intranet to meet user needs into the future, you've got to tackle bad content today. Transform it into content that works great on the web and integrates with your platform.

This workshop will provide you with practical approaches for:

- Identifying what gets moved, what to do with it and how to prioritize it
- Rethinking what content you provide and how you deliver it
- Managing a large intranet content transformation effort
- Integrating usability testing and records management
- Tackling taxonomy and tagging in your implementation
- Rewriting and editing to make the content work well on the web

WORKSHOP LEADER: Stacy L. Wilson, ABC is President and Senior Consultant of Eloquor Consulting, Inc. Stacy has more than 22 years of communication experience.

Testimonials From Past Eloquour Consulting, Inc. Workshops:
"Best workshop of the conference! Can be applied immediately."
"Awesome! If I had come here just for this alone I would be very satisfied. Stacy is a rockstar!"

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – POST-CONFERENCE AFTERNOON WORKSHOP D

SharePoint 101 And Beyond:
Discovering And Developing A SharePoint Plan For Your Intranet

This highly-informative and hands-on workshop will walk you through the basic need-to-know techniques needed to take your current intranet and transformit into a social intranet via SharePoint. The second half of this workshop will dive deeper into your specific needs and concerns in understanding SharePoint and how you too can benefit from its use, including:

- Overview of the key features and workloads of SharePoint 2010
- What's new in SharePoint 2013 for:
  - Enterprise Content Management
  - Web Content Management
  - Search

WORKSHOP LEADER: Ted Perrotte is the National Practice Manager, SharePoint of Aspect Communications. Aspect is a global provider of customer contact, workforce optimization and Microsoft platform solutions. Tim has presented at several SharePoint conferences on "business process automation" and workflow.

Testimonial From Past Aspect Communications Workshops:
"Great to have an expert to address all of our questions. I fully enjoyed this workshop!"

Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit http://www.brandchannel.com/home/ to expand your view.

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For more information: http://www.odwyerpr.com

The Intranet Benchmarking Forum, IBF, is a confidential, members-only intranet benchmarking group. IBF is the leading authority on intranet and digital workplace performance and best practice. IBF is made up of intranet and digital workplace professionals, all of whom have worked for major organizations. 100 major organizations committed to IBF membership in the last year because of their benchmarking, interaction and research are part of the life-blood of their intranets.

For more information, please visit: http://www.ibforum.com.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

*"Once again, this conference filled my pockets with ideas to take back and implement.
What a stellar array of movers and shakers - thank you for sharing the knowledge!"*
M. Lewis, Director of Creative and Strategic Development
MINNESOTA DEPARTMENT OF TRANSPORTATION

"Practical advice and information that I can use in my own planning process."
B. Swanson, Manager, Editorial Communications
WENDY'S INTERNATIONAL, INC.

"Lots of really useful information, great contacts - - thanks for putting on such a good conference!"
S. Shoemaker, Director of Employee Communications
AT&T

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VENUE & REGISTRATION FEES

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

The DoubleTree by Hilton Hotel Washington DC – Silver Spring
8727 Colesville Road
Silver Spring, MD 20910
Phone: 301-589-5200
http://www.silverspring.hilton.com/

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at a special reduced rate of $199/night. Please make your reservation no later than March 8, 2013 to help ensure this special rate & mention "Social Intranets/Advanced Learning Institute."** We recommend that reservations be made early as possible as rates are subject to availability.

The DoubleTree by Hilton Hotel Washington DC - Silver Spring is located 1 mile inside Washington's Capitol Beltway and 4 blocks from the DC border - convenient to all of Washington's attractions, business and government centers. Downtown DC is just a 10 minute Metro ride away from the Silver Spring Station (Red Line) which is 3 blocks from the hotel. Airport access is just 11 miles away at Reagan National Airport and 25 miles away at both Dulles International and Baltimore International Airports.

COMPLIMENTARY INTERNET ACCESS WILL BE MADE AVAILABLE IN ALL MEETING & SLEEPING ROOMS!

Join us in Washington, DC, for A.L.I.'s "Social Intranets: How To Integrate The Latest Social Media Tools And Technologies To Foster Collaboration, Increase Engagement & Drive Business Results," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

Photo Courtesy of the Official Tourism
Site of Washington, DC

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials -- including access to the conference wiki (includes electronic copies of presentation materials), continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by February 15th	Regular Pricing: Register with payment after February 15th
Conference Only (April 9 & 10)	$1,699	$2,099
Conference (April 9 & 10) **Plus One** Workshop (April 8 or 11)	$2,099	$2,499
Conference (April 9 & 10) **Plus Two** Workshops (April 8 &/or 11)	$2,399	$2,799
Conference (April 9 & 10) **Plus Three** Workshops (April 8 & 11)	$2,599	$2,999
Conference (April 9 & 10) **Plus All 4** Workshops (April 8 & 11) – ALL ACCESS PASS	**$2,699 BEST VALUE!**	$3,099
Conference Workbook Only (if not attending)	$199 + $20 S&H	
*IL residents will be charged 9.25% sales tax on workbook orders.		

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card, training form, or purchase order hold will be taken to ensure your space.

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SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:
This conference provides an excellent opportunity to market your products and services to a targeted communications audience. Space is limited, so please call Erin at (773) 695-9400 ext. 216, for more information.

GROUP DISCOUNTS:
Four or more attendees, registering together, enjoy a savings of at least $1,699! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments—register together with your colleagues from another agency and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:
Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a **$200 discount** off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES:
A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY:
You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference **(before March 25th)** a refund will be provided less a $295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less **(on or after March 25th)** will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST COMMUNICATIONS CONFERENCE ATTENDEES:

"Really great combination of very diverse presentations covering a wide range of topics."
M. Mourato Gordo, Senior Management Officer
UNITED NATIONS

"Day one was full of useful nuggets of wisdom and experience...really strong speakers all day."
J. Taggart, Senior Consultant, Communication and Change Management
TOWERS WATSON

DISCOUNTS & POLICIES

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ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

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The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for another event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

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- Nationwide Insurance
- Prudential
- Chrysler
- Allstate Insurance
- Capital One Financial Corporation
- American Heart Association
- State Farm Insurance
- American Express
- Disney
- IBM Corporation

- Mayo Clinic
- U.S. Department of Defense
- John Deere
- PepsiCo
- Shell Chemicals
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Governance
SharePoint
Content
User Adoption

SOCIAL INTRANETS

How To Integrate The Latest Social Media Tools And Technologies To Foster Collaboration, Increase Engagement & Drive Business Results

April 8 - 11, 2013 • Washington, DC

Registration Form

Please photocopy for group members.

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Please check: E-mail Priority Code:_____   Amount Due:_____

☐ Conference Only

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  ☐ Pre-Conference Workshop B: How To Develop Engaging Content For Your Intranet: Practical Solutions And Overcoming Common Obstacles

  ☐ Post-Conference Workshop C: How To Transform And Migrate Your Intranet Content To Meet The Needs Of Your Updated Intranet And Its Users

  ☐ Post-Conference Workshop D: SharePoint 101 And Beyond: Discovering And Developing A SharePoint Plan For Your Intranet

☐ I would like to order a conference workbook only

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